

SPECIAL

12 yd. piece Long-cloth, \$1.50 value at 98c.

SPECIAL

Huck Towel, size 15 x 32. Ordinarily a 10c towel, at 5c.

SPECIAL

Large Turkish Towel, size 32 x 46. Regular 25c value at 17½c.

EASTER WEEK

Featuring Fashionable Apparel For Easter and After, With Attractive Values to Heighten the Importance of Display

INTERESTING as have been the collections of Spring apparel that we have already shown this season, they were not as comprehensive as the assortments we shall present this week. Our earlier displays have been swelled by new arrivals which reflect the most recent whims of Fashion.

We are now prepared to show you the broadest and most complete assortments of Easter and later Spring wearables this store has ever held. Every woman wants new apparel to wear on Easter Sunday; every woman wants to be seen at her best. Winter clothes have no place amid the new fashions with which Easter Day marks the advent of Spring. You can select your Easter outfit satisfactorily and economically here this week; satisfactorily because of the complete assortments of correct and stylish garments; economically because of the low prices.

SPECIAL

Laces and Embroidery

SEE THEM

5c, 10c, 15c, 25c and 45c.

YOU WILL WANT A NEW SUIT FOR EASTER

You can select it here, confident that whatever style you choose is correct. So large is our present assortment that a becoming suit is assured every purchaser. These prices should interest you:

Beautiful Palm Beach Suits at \$9.50. Exceptional Coat values at \$4.95 to \$14.50. Serge, Garbadine, Covert, etc., special values at \$14.50, 16.50, 18.50, 22.50, 24.50



YOU WILL LOOK BEST IN ONE OF THESE CHARMING DRESSES

Lovely Silk and Longerie Dresses like these are not likely to go begging for purchases especially when prices are so attractive. Therefore we advise you to come early in the week and secure the pick of the styles.

Exquisite Lingerie Dresses, \$3.50, 4.95, 5.90, 7.50, 9.50 to 24.50. Beautiful Silk Dresses, \$6.50 to \$24.50. Street and House Dresses, 95c to \$2.50.

Many New Styles In Skirts and Waists

The separate skirt and waist always have a well-defined place in the wardrobes of well-dressed women. We are showing some exceptionally attractive styles in both skirts and waists which are sure to please you.

Extra Waists, special at 50c. Extra values and beautiful designs, at 95c, \$1.25, 1.45, 1.95, 2.45 and 2.95. Jap Silk Waists, \$1.00 to \$3.95. Beautiful Silk Crepe Waists, \$2.45 to 4.95. The New Country Club Waist is a special feature here, \$1.25 to \$3.45.

SKIRTS—Special Values

Linen and White Linen specials at 69c. Corduroy and Ratine specials, \$1.00 to 3.00. Black and Navy Serge Skirts, special, \$2.45. Serge, Garbadine, Silks and Fancy Materials, \$3.95 to \$12.50.



SOME SPECIAL VALUES IN WASH FABRICS AND TRIMMINGS

During Easter Week we shall have on sale some very special values in white and colored wash fabrics, as well as the laces and embroideries that may be used with them. Don't overlook these savings:

Beautiful Fancy Lawns, 10c value 5c	27 in. Ratine, value 25c, at 15c
White Goods, 10c value 5c	36 in. Seed or Rice Cloth, 25c value at . . . 15c
Plain and Fancy Crepes, 15c value 10c	36 in. French Voile, 25c value at 15c
Fancy Mercerized Batiste, 15c value 10c	36 in. Brown Dress Linen, 25c value at 15c
Fancy Voiles and Crepe, 15c value 10c	French Gingham, 25c value at 15c
Elegant Shirting Madras, 15c to 1 c, for 12½c	Fancy Pique and Corduroy, 25c value at 15c
Plain and Fancy Crepe, values to 25c, at 15c	36 in. Economy Linen Special 15c

19c SPECIALS—VALUES UP TO 25c

Plain and Fancy Stripe Soisette
French Madras Shirting Stripes
Plaxon Madras
Embroidered White Goods
Embroidered Crepe
36 to 40 in White and Fancy Crepe Voiles, etc.

19c

25c SPECIALS—35c TO 50c VALUES

Embroidered Lace Cloth
Embroidered Crepe
White French Crepe
Colored French Crepe
White Lace Cloth
Fancy Lace Cloth
Fancy White Goods

25c

Exquisite Linen French Embroidered White Goods at 45c, 59c, 75c, 95c, \$1.25, \$1.45 and \$1.95.



The Best Grade of Hosiery

We highly recommend the Hosiery we sell. Having carefully selected from reliable manufacturers, we are pretty sure that it will give satisfaction. You will find all the new shades and kinds here at popular prices.

CHARMING NEW NECKWEAR

The new styles are here—really artistic neckpieces that will greatly augment the attractiveness of any suit, dress, or costume. 25c, 35c, 50c, 75c, 95c and up.



MOTHERS WILL LIKE THESE CHILDREN'S DRESSES

Charming and becoming styles in a great variety. Every dress in this assortment is well made of serviceable materials. You couldn't do better yourself.

BEAUTIFUL WHITE DRESSES

Sizes 1 to 6, 50c, 75c, 95c, \$1.25 and \$3.50. Sizes 6 to 14, an elegant line, \$1.25, 1.45, 1.95, 2.45, 2.95 to 6.50. Colored Dresses in Gingham, Chambray, Linens, etc., exceptional value at 50c, 69c, 95c, \$1.25, 1.45, 1.95 and 2.45.

Ribbons



NEW RIBBONS

All of the wanted patterns, colors and widths in plain and fancy Ribbons are here. At this store you may be sure of getting just the ribbons you want. Special values at 10c, 19c and 25c.



PRETTY, NEW PARASOLS

An exceptionally large diversity of Parasols containing many smart and attractive new styles. The novelties which this assortment contains will appeal to many women, while the simpler styles will appeal to those of conservative tastes.

Parasols 75c up
Silk Parasols \$1.75 up
Children's Parasols 25c up

THE NEW SHOES FOR THE EASTER PROMENADE

The peacock with all his fine feathers, is ashamed when he looks at his feet. Dress your feet in a pair of our stylish shoes and you won't be a bit uneasy about their appearance.

WE CARRY PROMINENT MAKES AT POPULAR PRICES.



The Earnest Co
PALATKA FLA.

DAINTY NEW MUSLINWEAR

Styles that are suitable for wear beneath the new fashions, sheer, cool undergarments that will appeal to fastidious women. Some special values for Easter shoppers.